RJ Reynolds Tobacco Company

LORI E. MacWILLIAMS
Chain Accounts Manager

12323 Plaza Drive
Parma, OH 44130
216/676-0067
216/676-1878 (Fax)

SENT VIA ELECTRONIC MAIL

Ann Monteverdi
77380

TO: ANN

Please note the following and return this information to the office no later than 10/4/93.

September 14, 1993
LEM-311-93 COLUMBIA — NEW JERSEY → Does not need clock, has RJR @ Enhanced Overhead location does not have Preferred Presence.

To: All Divisions w/TOA Locations

Re: Truckstops of America
CID #1370-00-00

Camel / Truckstops of America Clock
Commodity #403075

Managers:

RJR has manufactured a special wall mounted clock (15"Hx49"Lx6"D) for placement in Truckstops of America corporate locations. The clock will qualify locations under the signage requirement for the Preferred Presence Program.

Your assistance is needed in verifying the number of clocks required in each Truckstops of America location. TOA General Managers conducted a survey of each retail shop in all TOA locations to determine the quantity of clocks required (many TOA locations have more than one S.I.S. #).

Please reference the attached document which recaps each location's needs by retail shop (Fuel desk, Convenience Store, Travel store, other). Our sales representatives should contact TOA locations to view the area designated for clock placement to determine if adequate exposure of clock will exist.

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Source: https://www.industrydocuments.ucsf.edu/docs/ksdy0000

In addition, sales representatives must ensure that our signage requirement is satisfied for each preferred presence display in the location. Our OPM will also qualify the store.

i.e.; Truckstops #3 / Brookville

- # active preferred presence plans: 2
- Convenience Store:
  has RJR OPM/has Preferred Presence - no clock needed
- Restaurant/Travel Store:
  has preferred presence/doesn't have OPM - clock needed

As information, TOA will handle installation and electrical wiring of clocks at their expense. All clocks will be shipped directly to each location. Shipping label will be marked for the specific retail area where it is to be installed.

Please advise if you agree with the survey information attached. If not, please be specific in communicating any problems/opportunities you may uncover at store level. Your response as soon as possible, but no later than OCTOBER 8, 1993 is appreciated.

Feel free to give me a call if you have any questions. Thank you in advance for your assistance with this project.

Cordially,

Lori E. MacWilliams

LEM/ccs
Attachments - Sent Via FAX
cc: R. N. Young (w/o att.) - Sent Via Fax
Sales Areas/Regional Sales Managers (w/o att.)
M-2

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Source: https://www.industrydocuments.ucsf.edu/docs/ksdy0000

MESSAGE CONFIRMATION

DATE:10/08/93 TIME:15:32

ID:RJRT,EDISON,NJ #

DATE	TIME	TX-TIME	DISTANT STATION ID	MODE	PAGES	RESULT
10/08	15:31	00'53"	216 676 1878	G3-S	002	OK

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